

# Cineasia

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HALL  
BANGKOK

CONVENTION AND TRADE SHOW 5-8 DECEMBER 2022



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# Cineasia

## We're Celebrating our Return to Bangkok... Take 2!

After 25 years as the most successful convention for theatrical exhibition in the Asia-Pacific region, CineAsia continues to expand to satisfy the demand for more exciting studio presentations, more variety on the trade show floor, and more valuable seminars and programming.

What does the post-pandemic cinema landscape look like? Is the future for the industry growth, status quo, or decline? Strategic change is necessary from both exhibitor and distributors alike. CineAsia looks forward to focus on what that means, how to achieve it, and how exhibition and distribution can collaborate to make this industry great moving forward!

Join your industry colleagues from around the globe to network and reconnect at the largest cinema convention in Asia.



#cineasia



# WHY Cineasia

## Over 2,000 in Attendance



### Top Countries in Attendance:

- Australia
- Cambodia
- China
- Indonesia
- India
- Japan
- Korea
- Malaysia
- Singapore
- Taiwan
- Thailand
- U.S.A.
- Vietnam

# A Look Back at CineAsia

## Screening Highlights:



## This Year in Bangkok

It's more important than ever to focus on the uncertainty that exhibition is feeling. While continuing to weather the storm, how will the business model have changed once the storm has passed. Where does cinema as a platform fit into the emerging new business model? What new opportunities may open up? This and other topics will be discussed and dissected at CineAsia 2022.

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## PAST SEMINAR HIGHLIGHTS

### **Executive Roundtable**

What are the key evolutions that affect our industry? How does content diversity drive audiences? What will be the impact of new transactional models? In an age of premium experiences, can movie theaters still be “standard” at all? What role will mobile phones play in our cinemas?

### **Sustainable Technology to WOW Audiences**

Moviegoers enjoy innovation in cinema experience with good movies. We also need to nurture the movie-goers to grow on the innovative cinema experience. Hence, it is imperative that the innovative solutions should be practical and sustainable for the continuous development of cinema business.

### **Best in Class**

Social engagement and ticketing apps are the new “go to” tech for cinema operators. Lotte Cinema’s mobile app offers exclusive O2O (Offline to Online) services, including cutting edge mobile ticketing, convenient concession orders and many more features, to provide seamless movie going experiences to audiences.

# Past Studio Participation



BONA FILM GROUP  
博纳影业集团

H.BROTHERS  
와이브라더스

LIONSGATE

LOTTE  
CINEMA



Walt Disney Studios  
Motion Pictures



“CineAsia has always been an effective platform for IMAX to network with our clients and partners in the Asia-Pacific region. We are pleased to utilize the event as a great opportunity to sustain and enhance business relations with our valued partners.”

—IMAX

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